

**ADDENDUM  
CITY OF DANIA BEACH  
COMMUNITY REDEVELOPMENT AGENCY  
REGULAR MEETING  
WEDNESDAY, JUNE 3, 2015 – 6:00 P.M.**

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ANY PERSON WHO DECIDES TO APPEAL ANY DECISION MADE WITH REGARD TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING WILL NEED A RECORD OF THE PROCEEDING, AND FOR SUCH PURPOSE MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDING IS MADE WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

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LOBBYIST REGISTRATION IS REQUIRED. PRIOR TO ENGAGING IN ANY LOBBYING ACTIVITIES, WHETHER OR NOT COMPENSATION IS PAID OR RECEIVED IN CONNECTION WITH THOSE ACTIVITIES, EACH LOBBYIST SHALL FILE WITH THE CITY CLERK AN ANNUAL REGISTRATION STATEMENT AND PAY AN ANNUAL ONE HUNDRED DOLLARS (\$100.00) REGISTRATION FEE FOR EACH PRINCIPAL OR EMPLOYER. REGISTRATION FORMS ARE AVAILABLE IN THE CITY CLERK'S OFFICE, OR ON THE CITY WEBSITE: [WWW.DANIABEACHFL.GOV](http://WWW.DANIABEACHFL.GOV). (ORDINANCE #2012-019)

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IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT, PERSONS NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE CITY CLERK'S OFFICE, 100 W. DANIA BEACH BOULEVARD, DANIA BEACH, FL 33004, (954) 924-6800 EXTENSION 3624, AT LEAST 48 HOURS PRIOR TO THE MEETING.

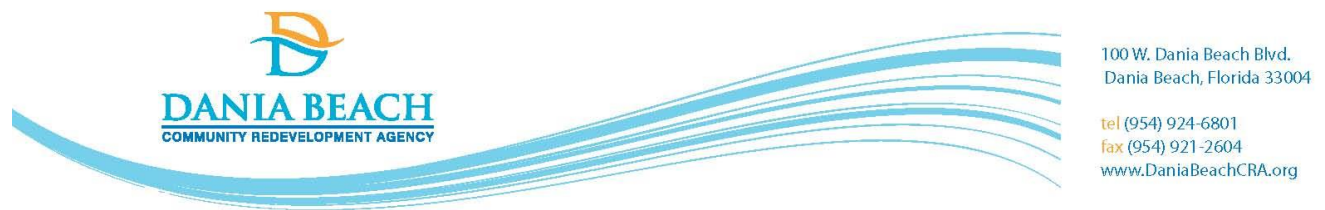
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IN CONSIDERATION OF OTHERS, WE ASK THAT YOU:

- A. PLEASE TURN CELL PHONES OFF, OR PLACE ON VIBRATE. IF YOU MUST MAKE A CALL, PLEASE STEP OUT INTO THE ATRIUM, IN ORDER NOT TO INTERRUPT THE MEETING.
  - B. IF YOU MUST SPEAK TO SOMEONE IN THE AUDIENCE, PLEASE SPEAK SOFTLY OR GO OUT INTO THE ATRIUM, IN ORDER NOT TO INTERRUPT THE MEETING.
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## **5. CONSENT AGENDA**

- 5.7 Authorize payment of MetroStrategies, Inc. invoice #3362 for March 2015 and invoice #3371 for April 2015, in the amounts of \$12,813.25 and \$1,521.50 respectively



## **Memo**

To: CRA Board Members

From: Rachel Bach, Interim Executive Director

Date: 6/3/2015

Re: Authorization to Pay MetroStrategies, Inc. Invoice #3362 & 3371

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## **Background**

As of May 1, 2015 RMA, LLC has been providing interim CRA Management and General services which will extend through the end of the fiscal year. MetroStrategies, Inc., which is partial owner of RMA, LLC is also contracted with the CRA for Marketing, General Services and the CRA Plan Update. Given the potential for conflict of interest or any other improprieties, it was determined by CRA administration that all MetroStrategies and RMA invoices based on an hourly rate shall be approved by the CRA Board.

## **Update**

Attached please find invoice #3362 for March 2015 and invoice #3371 for April 2015, in the amounts of \$12,813.25 and \$1,521.50 respectively. The itemized invoices attached are related to both marketing and general services with a heavy emphasis in March on the Arts and Seafood Festival. These invoices have been reviewed and approved by the CRA Manager, who is also the contract administrator for these services. Invoices for RMA and MetroStrategies, which are hourly continue to be submitted to the CRA Board for review and approval until a permanent Executive Director or Contract Administrator is appointed. The monthly flat fee of \$12,500 for CRA Management services will continue to be approved by the Economic Development Manager.

## **Recommendation**

Motion to authorize payment of MetroStrategies Invoice #3362 & 3371



Public/Private Consulting and Development

Invoice Date: April 14, 2015

Invoice Number: 3362

Kathleen Weekes, CRA Manager  
Dania Beach Community Redevelopment Agency  
100 West Dania Beach Boulevard  
Dania Beach, Florida 33004

Project: 1. Marketing Plan Implementation Services,  
2. General Consulting Services to Dania Beach CRA

Invoice Period: March 2015

Re: P.O. #TBA

Task	Director	Manager	Coordinator	Graphic Designer	Totals
Marketing - Meetings/Planning/Strategy/Coordination	4.40		3.20		7.60
Digital Management (Websites & Social Media)	0.20		0.00		0.20
Print Ads and Placement	0.80		5.50		6.30
Marketing Collateral /Campaign Development	2.80		47.90	2.00	52.70
Sponsorship	0.30		24.95		25.25
Events - Meetings/Planning/Strategy /Coordination	3.00		27.80		30.80
Events - Attendance/Promotions	0.00		15.00		15.00
Business Communication/Meetings	0.00		0.00		0.00
Press Releases	1.10		1.50		2.60
<b>Total Hours</b>	<b>12.60</b>	<b>0.00</b>	<b>125.85</b>	<b>2.00</b>	<b>140.45</b>
Rate	\$105.00	\$100.00	\$85.00	\$65.00	
<b>Total Dollars</b>	<b>\$1,323.00</b>	<b>\$0.00</b>	<b>\$10,697.25</b>	<b>\$130.00</b>	<b>\$12,150.25</b>

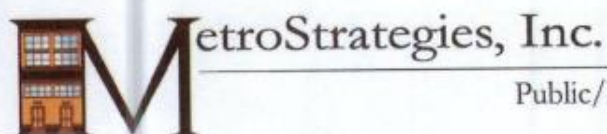
\*\*\*16 hours comp on coordinator time; 9 hours comp on director; 20 hours of RMA volunteer time

Project 2: Kim Briesemeister		
03/02/2015	Review Community Garden Documents	1
03/03/2015	Patch	1
	E-mails and general follow up	1.4
Total Hours Project 2		3.4
		@ \$195.00
		\$663.00

**TOTAL DUE THIS PERIOD**

**\$ 12,813.25**

2560 SE 7<sup>th</sup> Drive, Pompano Beach, Florida 33062 Phone: 954.829.3508 Fax: 954.783.4484



Public/Private Consulting and Development

Invoice Date: May 11, 2015

Invoice Number: 3371

Kathleen Weekes, CRA Manager  
Dania Beach Community Redevelopment Agency  
100 West Dania Beach Boulevard  
Dania Beach, Florida 33004

Project: 1. Marketing Plan Implementation Services,  
2. General Consulting Services to Dania Beach CRA

Invoice Period: April 2015

Re: P.O. #TBA

Task	Director	Manager	Coordinator	Graphic Designer	Totals
Marketing - Meetings/Planning/Strategy/Coordination	4.30		2.00		6.30
Digital Management (Websites & Social Media)			6.00		6.00
Print Ads and Placement					0.00
Marketing Collateral /Campaign Development					0.00
Sponsorship					0.00
Events - Meetings/Planning/Strategy /Coordination					0.00
Events - Attendance/Promotions					0.00
Business Communication/Meetings					0.00
Press Releases					0.00
<b>Total Hours</b>	<b>4.30</b>	<b>0.00</b>	<b>8.00</b>	<b>0.00</b>	<b>12.30</b>
Rate	\$105.00	\$100.00	\$85.00	\$65.00	
<b>Total Dollars</b>	<b>\$451.50</b>	<b>\$0.00</b>	<b>\$680.00</b>	<b>\$0.00</b>	<b>\$1,131.50</b>

<b>Project 2: Kim Briesemeister</b>				
E-mails and general follow up				2
Total Hours Project 2				2
			@ \$195.00	\$390.00

**TOTAL DUE THIS PERIOD**

**\$ 1,521.50**